

| Project Spruce: Carey Gillam Book<br>DRAFT: 9.11.17                                                                                                                                                                    |                                                                                                                                                                    |                  |                                 |                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------|------------------------------------------------------------------------------------------|
| Day                                                                                                                                                                                                                    | Activity                                                                                                                                                           | Lead             | Additional Participants         | Notes/Questions                                                                          |
| Ongoing                                                                                                                                                                                                                | Proactively background key glyphosate reporters                                                                                                                    |                  |                                 |                                                                                          |
| wb 9.11.17                                                                                                                                                                                                             | Paid placement of existing blog post on Carey Gillam when google search "Monsanto Glyphosate Carey Gillam"                                                         | Cole             |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Develop third party stakeholder list and identify engagement lead                                                                                                  | Cole / FTI       |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Engage Pro-Science Third Parties<br>(Sense About Science, Science Media Center, Global Farmer Network, CAPHR)<br>*Identify independent spokesperson (spokespeople) | Cole             | [insert Mon person responsible] | Proactive and reactive work and arrange supportive comments. Sense about science can do. |
|                                                                                                                                                                                                                        | Engage Industry & Farmer Customers<br>(ASA, NCGA, individual customers, etc.)                                                                                      | Cole             | [insert Mon person responsible] |                                                                                          |
|                                                                                                                                                                                                                        | Engage Regulatory Authorities via regulatory teams<br>(EPA, EFSA, ECHA, PMRA)<br>Ask regulatory authorities to engage                                              | Cole             | [insert Mon person responsible] |                                                                                          |
|                                                                                                                                                                                                                        | Finalize Key Message Document                                                                                                                                      | FTI / Cole       | Completed                       |                                                                                          |
| wb 9.17.17                                                                                                                                                                                                             | Finalize website page content                                                                                                                                      | FTI / Cole       |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Calls with the communication team and those three to talk about how they engage with external third parties to gain feedback from those people                     | Cole organising  | FTI to host                     | [insert Mon people as above]                                                             |
|                                                                                                                                                                                                                        | Draft video script for Sara M, Jen L, and/or Scott P                                                                                                               | FTI              |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Draft talking points for third parties based on calls above and 'how to post book reviews'                                                                         | FTI              |                                 |                                                                                          |
| wb 9.24.17                                                                                                                                                                                                             | Record video - Sara M, Jen L, and/or Scott P                                                                                                                       | Cole             |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Finalized briefing material for pro-science third parties; Equip with background information                                                                       | FTI / Cole       |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Share links and information about how to post book reviews with industry & farmer customers                                                                        | FTI / Cole       |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Draft on-the-record response statement from Scott Patridge                                                                                                         | FTI              |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Finalize Issue Alert                                                                                                                                               | FTI              |                                 |                                                                                          |
| 10-Oct                                                                                                                                                                                                                 | Film video of Sara M, Jen L, and/or Scott P                                                                                                                        | Cole             |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Website goes live. Paid placement of website replacing search for "Monsanto Glyphosate Carey Gillam"                                                               | FTI              |                                 |                                                                                          |
|                                                                                                                                                                                                                        | <b>Book Release Date 10 Oct</b>                                                                                                                                    |                  |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Pre-ordered copies arrive?                                                                                                                                         | TBD              |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Issue alert distributed                                                                                                                                            | Cole             |                                 |                                                                                          |
|                                                                                                                                                                                                                        | All parties call                                                                                                                                                   | FTI / Cole / Sam |                                 |                                                                                          |
|                                                                                                                                                                                                                        | Respond to media inquiries with statement [Scott on the record if needed]                                                                                          | FTI / Sam        |                                 |                                                                                          |
| Media coverage circulated                                                                                                                                                                                              |                                                                                                                                                                    | FTI              |                                 |                                                                                          |
| <b>Collateral</b><br>Key messages<br>Website Content<br>Talking points for Monsanto people to engage with third parties x3<br>How to post book reviews email<br>Issue Alert<br>Video script<br>On the Record Statement |                                                                                                                                                                    |                  |                                 |                                                                                          |